



**Washington State Ridesharing Organization (WSRO)**  
**August 2006 "Commute Trip Reduction Efficiency Act" Workshop**  
**Small Group Discussion Feedback**

WSRO hosted a workshop on August 14, 2006 to provide additional information on the modified Commute Trip Reduction (CTR) program and to get feedback on the proposed draft rules. The workshop was held in conjunction with WSDOT's Public Transportation Conference in Bellevue. Here are some questions and comments from the small group discussions:

It's tough to get all the CTR "folks" together for message delivery. WSDOT should bring all the parties together. Getting city and county council support for the CTR plans and changes will also be crucial and will take some time. What are some strategies to gain support for the modified CTR program?

In addition to the outreach efforts already undertaken on the modified CTR program, we will continue to communicate with key stakeholders:

- There will be a communication effort targeting city planning and public works directors coming from the Association of Washington Cities. This effort is currently underway and is being organized by Ashley Probart.
- In the near future the same type of outreach effort will take place at the county level through the Association of Washington Counties, organized by Julie Sexton.
- A letter from WSDOT, specifically from the Secretary of Transportation, Doug MacDonald, will be mailed to all jurisdictions informing them of the importance of their responsibilities and participation in the new CTR law.
- Targeted Employee Transportation Coordinator (ETC) training at all CTR affected sites is scheduled to begin soon.
- A short course CTR training presentation is currently being developed by WSDOT staff for executives, managers and supervisors at all CTR affected sites. This presentation will also be used for voluntary site participation.
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- The State CTR Board and Department of General Administration is currently working on defining the mandate for "state agencies to show a leadership role in CTR."
- WSDOT is providing information and seeking feedback through an online survey on the CTR Efficiency Website: [www.wsdot.wa.gov/tdm/taskforce/tfmaterials.cfm#program](http://www.wsdot.wa.gov/tdm/taskforce/tfmaterials.cfm#program)

Can WSDOT produce a chart with timelines for CTR Implementation?

Yes, the following chart shows major milestones for implementing the CTR Efficiency Act:

**Major Milestones for Implementing the Modified CTR Program**



The aggressiveness and timing of the implementation schedule is a concern. Folks said they were "terrified" and "freaked out" about the timeline. It will take staff resources and coordination to try to make everything happen on time, and if plans are to be approved by the local council before submittal to the RTPO/CTR board, then the existing deadline of April 27 seems nearly impossible.

The timelines are in effect because the legislature asked us to implement the modified program next biennium, starting July 1, 2007. We need to demonstrate to the legislature that we are meeting their mandate to develop the rules and implement the program. . Jurisdictions will need to coordinate staff resources (including local land use planners who may have not previously been involved in CTR), perform the planning analysis and gain council support and approval in a relatively short time frame.

It will be difficult for transit agencies to implement service changes to support CTR employers, given competing priorities and limited resources. There should be acknowledgement that it will take time and new resources for transit agencies to provide additional support.

Hopefully all parties will cooperate and collaboratively come up with the best solution possible.

It's unclear how the goals and targets will work, and how progress will be measured. Is it a reset of the baseline or a continuation from the previous program data, will existing employers that have met goals and made progress be expected to continue, etc. What is the measurement methodology for the baseline and then for measuring progress?

A new baseline will be created in 2006. The final measurement methodology is currently being revised to draft form by the Implementation Committee.

Consistency and coordination among neighboring jurisdictions will be very important in King County. There should be coordination on the goals and targets and services and policies, so that employers across the street from one another in different jurisdictions aren't shooting for different goals.

It will be very important for jurisdictions to coordinate in goal-setting and development of requirements and services, so that employers in similar areas are striving for fair targets and have consistent requirements.

It's important that the transition from the old CTR program to the modified CTR program is as seamless as possible for employers. There shouldn't be a big disruption in existing survey cycles and the data should be able to be tracked to the earlier program history. We shouldn't set up a structure that disrupts existing efficiencies that local jurisdictions have set up for employers.

We agree and will make efforts to minimize any disruptions for employers implementing the modified program.

Employers are subjected to different goals and data requirements and CTR is sometimes inconsistent with them. We need to try to bring those goals together.

Again, a consistent process to determine the goals and targets is essential. There is going to have to be flexibility because of the many factors affecting the cities and counties. This may result in different targets but if the overall goal(s) can be best achieved this way.

Tracking of alternative fuel use would be good.

Tracking the use of alternative fuel use may be helpful, but we are not sure how it could be tracked or what we would do with the data. We do not want to burden jurisdictions or employers with collecting data that would not be used.

Some jurisdictions aren't allowed to develop unconstrained funding plans, and would not be able to do this part of the CTR planning requirements.

The CTR Board understands this issue.

How does GTEC funding affect other funding sources and how much GTEC funding is available?

Currently, there is no state funding set aside specifically for Growth Transportation Efficiency Centers (GTECs). The CTR Board plans to request funding during the next legislative session.

What is the best way to sell the commute trip reduction story?

The group discussed many ways to promote commute trip reduction. Comments included highlighting the positive benefits of CTR and keeping the information simple like the briefing materials in the CTR packet.

What kinds of technical assistance will be available?

Technical assistance, including model plans, goal-setting tools, and measurement guidance, will be very helpful for jurisdictions, so that they have a consistent framework to build their plans around. WSDOT is working with Perteet, Inc. to develop model plans and guidance to be available for the CTR planning process.